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EXTENSION SERVICE  
*Review*

NOVEMBER 1958



**PINPOINTING YOUR AUDIENCE**



# EXTENSION SERVICE *Review*

Official monthly publication of  
Cooperative Extension Service:  
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and State Land-Grant Colleges  
and Universities cooperating.

**T**he *Extension Service Review* is for Extension educators—in County, State and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their community.

The *Review* offers the Extension worker, in his role of educational leader, professional guideposts, new routes, and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the *Review* serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

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## EAR TO THE GROUND

Pinpointing Your Audience is the theme of this month's issue. It shows examples of the growing trend among extension workers to use specific communications channels for reaching special audiences.

Messages today are audience-centered, rather than message-centered. This is one of the most significant changes that has taken place in Extension in recent years.

A few years ago, the content of the message determined the communication treatment. If it was time for spraying a crop, a news release was sent to the newspapers and radio stations. Perhaps a TV show would be planned to show proper spraying methods. But the time came when newspapers and radio stations weren't carrying the story about spraying. TV time wasn't available for how-to-do-it shows.

As you will see in reading this issue, many extension workers adapted to this situation by seeking other means of communicating with their audiences. They started using direct mail and newsletters, breaking down their mailing list according to farmers' major interests. They developed special radio and television programs to reach working wives, part-time and time-and-a-half farmers, and urban

youth. In each case, they analyzed the audience's needs and interests and then sought the best means of reaching them.

And this is a logical development, too. You only have to look around, in practically any area, to see that a lot of changes have been taking place. The number of farms and farmers is decreasing, suburban communities are springing up in former rural areas. Of course, the percentage of farmers among newspaper, radio, and television audiences is declining. So mass media are no longer as interested in the kind of farm stories that they used a few years ago.

This doesn't mean, of course, that mass media are no longer important in extension communications. They want stories of general interest as well as information of interest to major groups of their audience, such as suburbanites. And these mass channels are still one of the best means of cementing good public relations for Extension and agriculture.

**Next Month:** We'll have articles on the nationwide campaign to encourage dairy recordkeeping, program projection, and marketing. You will also be interested in an interpretation by C. E. Bell, FES, of some challenges facing extension workers today.—EHR

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L. E. SARBAUGH,  
Office of Information, USDA

For years, extension workers have urged farmers to test soil to get the most efficient crop production. Isn't it just as logical for extension communicators to analyze their audiences to get efficient communication? A soil test may tell a farmer that the soil contains enough lime for his crop but it needs phosphorus and potassium to get the most profitable production. If the farmer didn't test the soil and put on lime but no phosphorus or potassium, he might seriously cut his production efficiency. If the soil was already neutral or slightly alkaline, the farmer not only wasted his effort and money but the additional lime might even reduce his yields.

Now let's suppose that you are planning a program to increase dairy recordkeeping. Your audience will be dairy farmers in your county or State. They represent the field in which you'll plant your message—keep dairy production records. You wonder what communications treatment will produce the highest yields most economically.

You might ask whether your audience needs knowledge, shock, encouragement or some other treatment. Is there prejudice that must be drained off before other treatments will work?

As part of your analysis, you'll need to determine what knowledge is required for a successful harvest from your message. What knowledge does the audience already have and what knowledge is lacking?

Do they know that three kinds of records are available? If they do and you repeat it several times in planting and cultivating your message, they may say, "Well, here comes the same old stuff." This reaction may seriously reduce or destroy their acceptance of your message. You've had a crop failure.

What appeals will entice your audience to accept your message? What prejudices do they have about dairy records? What physical limitations on their farms may prevent acceptance of your message? Have you carefully analyzed your audience to learn their feelings about your message?

### *What Test to Use*

You have a choice of audience tests, just as you have a choice of soil tests. You can use the quick tests that give you an indication but not as accurate a measurement; or you can use the more stringent lab tests.

One quick test is to visit a few representative audience members—dairymen in our example. Representative, of course, doesn't mean a few of the top dairymen. Include some of the best, some of the poorest, and some of the middle ones.

During the visit you can learn what they already know about dairy records, what their reactions are to records, what their aspirations are, and some of their prejudices. These furnish clues for the treatment of your message.

A more thorough test would be to survey a random sample of dairy farmers and keep a careful record of their replies. You could find how much of the knowledge they have that's required for them to keep dairy production records. You could have some opinion questions about why dairymen do or do not keep records.

For an even more exacting test of attitudes and knowledge, psychologists or sociologists sometimes use a projective technique of testing. One form of this is to show a person a picture of a farmer keeping production records. Ask him to tell you who the people in the picture are, what they are doing, and how they feel about what they are doing. In this process, the person being interviewed gives a more accurate expression of his attitudes than he will by direct questioning.

### *Sources of Help*

If audience testing seems a little bewildering at this stage, you can get technicians to help, just as farmers have technicians to help with soil tests. Many campuses have studies people on the extension staff. And there are usually persons on the education, psychology, or sociology staffs who can help.

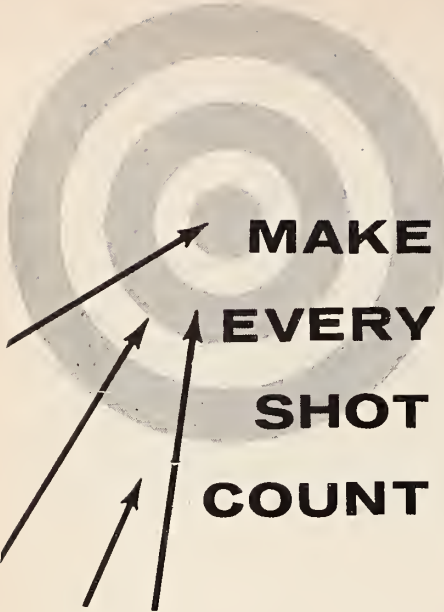
In this age of speed and mass operations, farmers may use airplanes, tractor-drawn fertilizer drills, spreader trucks, or attachments on corn planters to apply the fertility elements their fields need.

In communications we have television, radio, newspapers, magazines, college and USDA publications, demonstrations, letters, meetings, exhibits, and individual contacts such as visits, telephone calls, and a few more.

Mass media may give high speed, even distribution of your message treatment. But some parts of the audience may need special attention, just as some parts of a field require different fertility treatment. You may provide the special communications treatment by special letters to selected parts of the audience. Or you might have volunteer leaders visit parts of the audience that need a unique kind of treatment.

(See *Audience Testing*, page 231)





# MAKE EVERY SHOT COUNT

by JAMES H. WHITE,  
Federal Extension Service

Once upon a time there were two buggy makers. One day they saw a strange-looking contraption huffing and puffing down the road—scaring the dickens out of the livestock. It was an early “horseless carriage.”

The two buggy makers had entirely different reactions to the incident. One scoffed at the idea that this “foolishness” would ever become popular with the public. He allowed that he would keep on doing what he knew best—making buggies for horses to pull.

The other man was more sensitive to change, though. He figured that this machine would soon be commonplace. Converting his buggy business into an automobile coach making concern, he made a fortune. The first man—who resisted change—saw his business dwindle steadily.

The purpose of this little analogy is to point out that communications methods also change. Perhaps they don't change as dramatically as the horse and buggy to the automobile but just as relentlessly.

Take a close look at your local newspaper. Is the editor still as eager for “straight” farm news as he used to be? And how about your local radio station manager? Will he give you choice time to air your messages? You're luckier than most agents if he does.

Communications media are becoming more and more discriminating about the farm news they'll use—especially that of a technical nature. Some county agents complain that, whereas they were once able to get front page space in their local newspapers at will, they're now lucky to get their stories in the paper at all.

What's responsible for these changes? Mainly it's an awareness by the media that farmers constitute only 12 percent of our population. That's a pretty small group of people compared to all the other folks who comprise the potential audience for a newspaper, radio, or television station. And it has been predicted that by 1970, the farm population will be down to 5 or 6 percent. So it isn't surprising that the media are becoming increasingly wary about using their air time or news columns to reach a steadily shrinking audience.

It's squarely up to us to face these facts of life and revise our communications efforts accordingly.

## Making Adjustments

One alternative is to adjust our information to the changing demands of the media. Many newspapers are eager for news on homemaking, “how to” stories on gardening, and the like. In these areas we can slant our information to appeal to a larger audience.

Obviously, however we can't popularize all of our technical information. And since we can't force the media to carry information they don't want to carry and for which they have such a small audience, that leaves us with only one other choice—to change our channels of getting out this information.

Some extension workers think the answer is to direct communications to specific audiences.

The results of a recent study show that agents and specialists alike are turning to newsletters, direct mail, circular letters, commodity magazines, etc., to communicate with special interest groups. These direct communications methods enable the agent or specialist to reach the person who needs technical or specific information at the time he needs it—and just as important—in the way he needs it.

New Jersey's Associate Extension

Editor Russell Stanton, who recently visited newspaper editors in a suburban county, verifies the growing reluctance of many suburban editors to use “information type” stories in their columns.

“My general impression of editors' views of extension news,” Stanton says, “is that they care less and less about the ‘how to’ story, except perhaps for gardening and filler stuff about home economics. But the editors want to know more about what the farmers are doing. It isn't hard to visualize an information program in this (suburban) county made up principally of newsletters directed to home owners, garden supply dealers, feed dealers and so on.”

This doesn't mean that Stanton is advocating that we forget all about newspapers, radio, and television. He says, “The agent must have active mass media contact so that he won't be a man forgotten by those not on his mailing list.”

And, even though many newspapers and radio stations are less prone to let themselves be used as an educational medium for a rather limited audience, this doesn't mean they're going to ignore this audience. As Stanton points out, they're interested in what farmers are doing and what effect their activities will have upon the general population. That offers us many public relation opportunities.

## Special Interests

The trend mentioned earlier toward more direct communications methods is reflected in Oregon. There, where some counties list 50 major agricultural crops, many agents feel that it's essential to deal with special interest groups through special mailing lists.

Few counties have a complete mailing list of all farmers, but there are lists of vegetable growers, processors, cattlemen, sheep growers, bulb growers, etc. As a consequence, information on sheep growing isn't “wasted” on a vegetable grower and vice-versa.

New York has gone even further in this direction than most States. Extension Editor Bill Ward estimates that 90 percent of New York agents' communications are directed at special interests.

(See *Every Shot*, page 228)



# At Your Command - A TOOL TO DO THE JOB

by ROBERT J. AMES,  
Assistant Editor, New York

To reach your audience—a specific group—direct mail can do the job, says Bob Boehlecke, Chemung County agricultural agent.

Like most counties, Chemung has several types of farming. Recently the number of rural nonfarmers has increased.

With 20 years of experience to draw on, Agent Boehlecke prefers direct mail to reach his various groups. Like other New York agents, he uses circular letters, flash cards (oversize postal cards), frank cards, milk check stuffers, self mailers, college-supplied service letters, and the monthly county Farm and Home News.

In fact, he is so enthusiastic about the effectiveness of direct mail that some of his messages hitch-hike with direct mail sent out by other groups.

These include letters and folders mailed by seed, feed, fertilizer, and machinery dealers, plus local farmer cooperatives.

## Give It Individuality

Using the mails to reach his audience is not always easy, Boehlecke says, because of competition from other mail. So he spends considerable time thinking about the opening paragraph and a good tie-in illustration. He says it isn't necessary to use a line drawing but it adds "eye-ball" appeal.

Boehlecke has found that direct mail's effectiveness is increased by highlighting an incentive for carrying out the practices or encouraging attendance at meetings, tours, and demonstrations. This can be in the form of more dollars, security, needs and wants, new experiences, recognition, and pride.

In the Chemung County office, the address plates are tabbed for their



special mailings. Boehlecke says, "This is a must in today's agriculture. Farmers get so much mail that they want to receive only material and notices that apply to their specific type of farming. Did you ever get a letter that didn't concern you? Of course. Where did you put it? Right in the waste paper basket. Farmers are no different in this respect."

Small colored tabs on the address plates indicate the person's interest. Where two groups have a common problem, mail is addressed to both. This may mean a little hand sorting before or afterwards so that no one will receive two copies of the same mailing.

## Introduces New Varieties

Direct mail helped to carry the ball in getting New York farmers to adopt new higher producing legumes. In 1949, the State's dairymen had 52,000 acres of alfalfa and alfalfa mixtures. In 1957 the acreage had almost doubled—1,002,000. The 1949 yield was 1.85 tons per acre, the 1957 yield, 2.10 tons.

Through teamwork and by beaming useful information to specific audiences, the time has been shortened between the completion of research and farm adoption. For example, Extension has been recommending Narragansett alfalfa for only three years. A recent survey indicates that 8,942 farmers (reporting) have 56,288 acres. DuPuits, another alfalfa variety recommended only two years, is already growing on 20,754 acres.

Direct mail had an important role in these accomplishments. From specialists' letters and other material, agents prepared circular letters, flash (See *Direct Mail*, page 228)



Items for circular letter are checked by Chemung County Agent Bob Boehlecke and his secretary, Mrs. Louise Thomas.



# NEWSLETTERS

## GET RESULTS

by HAROLD D. GUITHER,  
Assistant Editor, Illinois



NEWSLETTERS are performing special communicating jobs for some Illinois county farm advisers that no other method could do. Not all county newsletters go to the same kind of audience. Not all were started for the same reason. Some are monthly while others do not have definite regularity. The size of the mailing lists varies widely.

But in all cases we've been able to track down, people who receive newsletters like them. And the farm advisers who've used them plan to continue.

Probably the most seasoned user of a newsletter in the State is John Bicket, Greene County farm adviser. He started his letter in June 1956 and has continued it monthly ever since.

In Greene County, no single daily paper reaches all farmers. Four weekly papers are published, but due to space limitations, a regular column was all they would use.

### *Serving Cooperators*

So Bicket, his assistant, and the county extension council decided to work up a newsletter. The State extension staff artist helped design an attractive letterhead and the county staff assembled a mailing list of all farmers who had made contact with the extension office.

How has the newsletter worked out? Bicket feels it is an effective way to pinpoint their farm audience. They surveyed their audience, found the newsletter was popular, and decided to continue it. Personal observations by the farm adviser and the

extension council also were favorable.

Farmers seem to appreciate its value. One farmer told Bicket that he didn't have time to attend extension meetings. But he always read the monthly newsletter to get the facts covered in the meeting.

Subjects featured each month vary widely. A recent issue was headed, Change, Minimum Tillage, Soybean Varieties, Forage Sorghum Varieties. Another letter covered a complete insect control program on livestock.

For the convenience of farmers who want to keep them for future reference, letters are punched for a standard three-ring binder.

### *Total Coverage*

Probably one of the best indications of real use of the newsletter is when the farmer brings the letter back to the adviser's office and refers to it while asking for further information. When this happens, Bicket feels that the newsletter is serving one of its most valuable purposes.

Another enthusiastic farm adviser using a newsletter is Curt Eisenmayer in Henderson County. This letter was started because newspapers couldn't give the coverage of special information that farmers need. Only one weekly paper serves the county and dailies from four outside cities circulate in parts of the county.

Eisenmayer's newsletter reaches every farmer in the county. The post office helped check the mailing list to see that it was complete and up-to-date.

Philip Farris, Mercer County farm adviser, sends a special newsletter to dairymen. Even though dairying is not the most important enterprise, Farris tried the newsletter because there was a "lot of interest." The newsletter is mailed monthly to 100 farmers milking from 5 to 50 cows. Items of special interest, including the Weigh-A-Day-A-Month program, are reported.

As a result of the newsletter, Farris believes dairymen have shown more interest in extension work and in attending cooperative Dairy Days.

Warren Myers, Macon County farm adviser, finds a newsletter an effective way to get detailed, vital information to his complete list of extension cooperators. The Decatur dailies are cooperative on news stories, Myers says, but they feel that detailed how-to-do-it information has a limited audience. So, when it's time to report on effective weed control methods, detailed insect control programs, or special farm meetings, Myers sends a newsletter.

### *Sparkling Leaders*

Earl Peterson, farm adviser in Montgomery County, has used a newsletter for his county extension council and other key leaders since 1956. His goal is to send the letter out every month to keep his council informed on current programs.

This letter has a circulation of only 50 but it serves a valuable purpose. It helps maintain the active  
(See Newsletters, page 230)



# Matching Information to Your Audience

by HAYES T. FARISH, Tunica County Agricultural Agent, Mississippi

You and I, as extension workers, are responsible for getting farm, home, and marketing information from the research centers into the hands of people so they will put it into practice. This means that each of us must study the people we are trying to help. We must know what information they need and how to present this information so that it can be best utilized.

Here are some facts I know about the people and agriculture of Tunica County and what I have done about it. Tunica is in the northern part of the Mississippi Delta and has some of the Delta's larger plantations. We also have a number of family-size operations. The 160,000 acres in cultivation are divided among 528 farms.

## Widespread Interests

Many operators of larger farms have college degrees and are among the best informed about agriculture in the area. But other farmers have less education and need to receive detailed information through our extension program.

Our principal cash crop is cotton, occupying about 28 percent of the cultivatable acreage. Soybeans are next in value, utilizing 40,000 to 50,000 acres. We have 4,000 acres in rice, 15,000 in wheat and small grain, 12,000 in corn, with other land used for hay and pasture.

Livestock, primarily beef cattle, have grown in importance within the past 10 years. Commercial hog and poultry production have appeared during the past 3 or 4 years. Since the area is well adapted to small grain and corn, the production of all types of livestock should continue to increase during the next decade.

Due to the variation in the size of farms and in the technical know-how from farm to farm, getting the right kind of information to the right farmer at the right time is a complex problem.

The county has no local radio sta-

tion, TV station or daily newspaper. However, we make good use of the outlets that we have. Principally they are the circular letter or newsletter, weekly newspaper, and tours.

Several years ago we broke down our mailing list by size of farm operation and enterprises. This enables us to send out specific information to different groups of farmers.

The mailing list breakdown shows crops (cotton, corn, soybeans), 528, or all farmers; rice, 14; small grains, 271; fully mechanized farmers, 125; cattle farmers, 125; hog growers, 42; and poultry producers, 8.

The regular newsletter to the entire mailing list is the best means of getting information into the hands of every farmer. This is the County Agent's Green Letter. Because of the great amount of mail that most farmers receive, we wanted to make this letter distinctive and selected green paper for easy recognition.

The green letter is usually limited to a single copy and covers 3 or 4

subjects. Generally, the subject-matter is more detailed than would be suitable for the newspaper. These letters are mailed about every 10 days or 2 weeks.

## Try Being Specific

In late August one letter covered specific recommendations for poisoning cotton by airplane to control late weevil migration. It contained information about the materials recommended by the experiment station, rate of application per acre, mixing rates, and types of insects each material should control. During other seasons the letter is used to inform farmers about crop varieties, fertilizer rates, and planting rates.

A circular letter to a specific enterprise group is an excellent way to get research data into the hands of the better educated farmers who can study and apply it. For example, one gave research comparison of various (See *Matching Information*, page 231)



Operator of highly mechanized cotton farm in Tunica County checks technical information from county agent's newsletter as he supervises spraying of crop by high-elevation ground equipment.



**AS THE COUNTY AGENT SEES IT**



**THE HOME SHIFT—**  
With Mildred Swift

**Wise To Know The  
Poisonous Plants**



**FARM NEWS**  
County Agent

**4-H CLUB CHATTER**  
Assistant

**SPOTLIGHT ON FOOD**  
By Mildred Swift  
LSU Extension Service

## SPOTLIGHTING AUDIENCE INTERESTS

by Mrs. MILDRED SWIFT,  
Ouachita Parish Associate Home  
Demonstration Agent, Louisiana

**C**AN you talk to groups? If so, you'll have no trouble in writing an informal newspaper column. This is an easy way to get close to your people and bring them closer to you.

First talk to your editor about the mechanics of setting up a column. Learn what he wants and when he wants it, then abide by this.

A catchy heading catches readers. Get ideas from friends and fellow workers. A thumbnail picture will aid in identifying you to your readers.

### Who Reads It?

Your audience will range from beginners to experts. You don't want to insult anybody's intelligence, neither do you want to start "up in the

air." Gardeners range from those who have never planted a seed to the horticulture-show winner. Cooks vary from expert connoisseurs to those who are just beginning. Men, too!

Just talk to your readers. This is the easiest form of writing—the informal column. Keep the language simple and light. Imagine you're chatting with a club member and just write that chatter.

Be sure that information is local. What homemaker cares about a recipe for zucchini squash if there are none on the market? Keep the material timely, which is no problem as you gather ideas when you travel. Rose planting has little appeal in August. Needless to say, the material must be authentic. Quoting the source gives authority to the column.

A one-subject column would only pinpoint one group. An agent writes, talks, demonstrates many different subjects in a week. That's a good

policy to follow in writing your column.

Many humorous incidents come up in your day's work. Write about them. For example, "It's time to transplant. Mrs. White says her husband wants all plants mounted on wheels. They'd be easier to move." Husbands will love that joke because they are usually the ones who do the moving.

### Catch the Trend

Watch the trend in your area. If it's patios, camouflage the how-to-do-it information with names and pictures. For instance, "Mr. and Mrs. James Townes have completed a most attractive and comfortable patio. This was built as a family project. In the picture you'll see they used brick for the hard surfacing, laying it in a basket weave." Then give your directions for mixing cement, leveling, etc. "The family would like you to drop by 1704 Maple Drive. You can get some first-hand information from 'Pop' Townes."

Recently such an invitation was given in a Sunday column written by an extension agent. The interested visitors came in such crowds it was necessary to call an officer to control traffic. They read these columns!

Many a monotonous monologue of instructions can be "spiced" when linked with individuals who have tried out the techniques involved. For example, "It's time to prune the tree-type wisteria. This is the way the Rogers' vine looked after the work was done." Use a picture, then give your pruning instructions.

Use names throughout your column. This is always an interest getter.

### Move That Food

"Broilers and fryers are on the U.S. Department of Agriculture plentiful food list. They're also in local markets selling at budget prices." Will those statements pinpoint your audience and encourage women to buy the birds?

Is this better? "I just can't be happy unless I share Mary Youngblood's southern oven-fried chicken recipe with you. I caught this picture just as she poured the yummy onion gravy over the meat. Delicious, too, I sampled it." This is a good spot to follow with the recipe, then the

(See Spotlighting, page 228)



# RADIO SPOTS ARE HITS

by MRS. BETTY PARKS STRUTIN,  
Lackawanna County Home  
Economist, Pennsylvania



**H**ow can we reach working women? That's a growing problem for Extension as the number of women working outside the home increases.

Newspapers? Possibly, but most women have housework to do when they get home from the job and little time for reading. Television? Time usually isn't available for local educational programs during the evening.

How about radio? This appeared to be the most effective way to reach the women. To find out, we decided to experiment in reaching a specific public with 1-minute spot announcements.

## Benchmark Study

Women in five Scranton textile plants were chosen for the experimental group. First we made a benchmark study to discover their radio listening patterns and homemaking interests. Some data also were obtained to measure changes brought about by the experimental program. Later we made a followup study to measure changes after the experimental radio program had run for about 3 months.

On the basis of data from the original survey, an educational radio program was developed. This survey helped us to determine the best listening time for working women, what radio stations they listened to, and the type of homemaking hints they wanted.

Union stewards collected data from the women during their lunch periods and rest breaks. Plant owners, of course, were informed of the experiment and supported our efforts.

When women were asked what radio stations they generally listened to, those who listened to any one station ranged from 20 to 78 per-

cent. Twenty percent listened to two stations, 30 percent to another, 31 percent to a fourth, and 78 percent to a fifth.

Replies to what time of day they listened showed that the peak was 6:30 to 7 a.m., when 61 percent had their radios turned on. The evening peak came between 6 and 6:30 p.m. when 43 percent listened to the radio.

## Scheduling Spots

Radio managers were happy to participate in the experiment and agreed to present our messages during the morning peak listening period. The program consisted of 1½ minute announcements, broadcast over four radio stations once a day between 6:30 and 7 a.m. One station repeated the announcement during the afternoon. The spots were carried 6 days a week.

The spot was highlighted according to the local announcer. Some used a music theme to introduce it; others just tied the name and Extension together. For all stations, the program started, "Hi homemakers, this is Betty Parks."

In order to determine how many of the women knew Betty Parks, the extension home economist, they were asked if they had ever heard of several people, one of whom was Betty Parks. Other names were local radio announcers and county agents.

Twenty-five percent said they had heard of Betty Parks. There appeared to be no relationship between age of the women and those who knew Betty Parks. Married women were more likely to know the name.

For three days just prior to the final survey, the subject of colds was emphasized on all the spots. Colds were attacked from different angles, such as the real relationship between

colds and low humidity in home, how hot, dry air causes more colds, how to add moisture to the house, and women have more colds than men. A spell of bad weather also increased interest in the subject.

On our final survey several questions were asked about this topic. One question was, "Have you recently heard on the radio that more colds are caused by dry, hot air in the home?" Fifty-one percent said they had.

Names of local radio announcers and county agents were again used as a control factor, as well as to help camouflage the name of Betty Parks. In the final survey, 38 percent of the women said they had heard the name and identified the program.

The women were asked if they had heard the spot announcements and, if so, how often. When asked if they had discussed with or passed on to someone else the tips heard, 52 percent said they had. Twenty-five percent said they had made use of the tips given on the show.

## Conclusions

Changes were difficult to measure because of the relatively few questions asked, lack of control over the data gathering situation, lack of a control group of similar type women, and labor turnover.

Several questions are raised by the findings of this study. How effective are educational-type spot announcements on radio? When should an educational radio program be on the air? Are women really receptive to an educational program early in the  
(See *Radio Spots*, page 228)



# ON THE GO - WITH RADIO



by FOSTER MULLENAX  
Associate Editor, West Virginia

**E**AST and west across West Virginia from historic Harper's Ferry to the "Beautiful Ohio" and north and south from the productive apple orchards of the Northern Panhandle to the Nation's richest soft coal fields in the South, there are lots of busy people. Full-time farmers, part-time farmers, time-and-half farmers, and residential farmers—there are thousands of these industrious people in the Mountain State.

For years extension workers have been concerned about how to communicate with the farmer-miner and the farmer-factory worker. Because theirs is a time-and-half job, they are not available even to the radio for noontime farm and home programs. Early morning or late evening programs also failed to serve these busy people.

## *Calling All Commuters*

One early attempt to reach farmers working off the farm was initiated at the suggestion of a radio station manager. C. Leslie Golliday, manager of WEPM, Martinsburg, started the wheels turning in a conference with the Berkeley County extension staff. He pointed out that over a thousand county men—a high percentage of them farmers—worked in a large industrial plant 20 miles away.

The traditional car pool was operating like clockwork in this area. Between 6 and 7 a.m. and 4 and 5 p.m.

a steady stream of cars flowed to and from the plant. What's more, nearly all the cars had radios.

Realizing the potential, the Berkeley and Jefferson County extension staffs teamed up to begin a new approach toward these commuting farm people. This was not a farm and home radio program but a 3 to 5-minute timely feature each half-hour from 6 to 7 a.m. In all, 12 messages each week were slipped into the morning variety show of music, news, time and weather reports.

Things happened in the county extension offices when this idea went on the air. Strangers called for more details about what they heard on the radio. Mail response for publications mentioned on the broadcasts encouraged the agents and impressed station personnel. It must have been a good idea—it has been going steadily for 6 years.

Following on the heels of this hunch that paid off came Program Projection. Wood County was among the first to initiate this "take a look at ourselves" approach. The city of Parkersburg boasts three radio stations. County agents have been broadcasting over two of these each Saturday.

A program projection survey soon changed their way of doing things. Agents learned that the station which they were not using had many early rising listeners. Station officials were eager for the extension staff to prepare two daily 2-minute messages on timely home and garden ideas and food shopping tips.

We know that radio has different

meanings to many people. To some it's an alarm clock, to others a friend away from home, and still others a working companion all day long. To the several hundred highly specialized commercial tree-fruit farmers in our Eastern Panhandle, radio is the lifeline to success.

## *Beaming in Others*

Two key radio stations in the area team up to provide a daily fruit spray report with a complete weather picture as it relates to spraying. In the early spring for 3 weeks this service is provided by the extension fruit spray specialist stationed at the experiment station farm in the area.

Each morning the specialist calls the Weather Bureau in Washington, D.C. for an up-to-the-minute weather picture. Then he goes on the air live at WEPM, Martinsburg, and a direct line feed is made to WKYR in Keyser. Both stations tape record this feature and rebroadcast it one hour later. This is indeed a specialized service with emphasis on spray applications and weather conditions for each day during the crucial spraying period.

Noontime farm and home radio programs, including market reports and weather forecasts, are designed for the farm family eating at home. Many have been quite helpful to farm families. Programs especially for 4-H'ers and their families also have been successful.

Special programs are for special people. We know that people are on the go so West Virginia extension workers go too—with radio.



# He Teaches in Parables

by MRS. ROSSLYN WILSON,

Assistant Editor, Tennessee



**E**XTENSION workers are constantly searching for ways to make group teaching as effective as face-to-face contacts in impelling people to thought and action. In working with groups, most extension workers have used slides with varying degrees of success.

Perhaps no other organization has made as wide use of color slides in teaching as has Extension. Here is an effective adaptation of their use to principles of education as old as Christianity.

For the past 25 years, W. M. Landess, a former Tennessee county agent, has used slides to project the principles involved in the agricultural work of the Tennessee Valley Authority. He has developed a color slide use method that achieves amazing results in helping people understand and determine needed action.

Those who have experienced the powerful impact of Landess' technique, those who have analyzed it, are aware that here is something different in color slide use. Here is no mere illustration of a lecture with color pictures. Each of Landess' slides is a parable of thought and action.

He tells little stories, incidents, or experiences about each picture. These are selected, arranged, and presented so that the stories and pictures are woven into a simple and basic story. That story is not created in words, but is a combination of words, slides, and pictures called forth in the mind of each listener.

The audience is never conscious that someone is "teaching" it any

thing; often it even loses sight of the fact that anyone is speaking. Each person is aware only of the exhilarating experience of thinking through for himself the basic truths of his relation to the natural world and his opportunities for influencing the flowering of the human personality. "For the first time," said one extension worker, "someone has come with a challenge to think."

## *Making People Think*

Teaching by parables is as old as Christ, who told simple stories about common things to illustrate the great basic truths of life. His parables came to no conclusions for His listeners, but caused them to draw their own out of their experience and background.

The parable slide technique developed and used by Landess and his extension associates combines the powerful effect of parable teaching with the impact of visual materials. But it is fundamentally an approach to education, rather than simply a visual technique.

Basic to the success of Landess' presentations is his firm belief that his audience must understand the situation discussed and come up with its own interpretation of both problems and action. He directs his pictures and words to achieve audience thinking, rather than spelling out in detail the problems, solutions, and attitudes.

Another important principle of his talks is the fact that Landess has something fundamental to teach, and believes with all his heart in its value. His parables give his listeners a feeling of discovering basic truths which are significant in their daily lives,

and which do not dissolve as they leave the meeting. As a Wisconsin editor wrote, "This man speaks of the eternal verities of life."

These are the things on which enduring extension programs are built. How many of us remember that when we talk to people about crops and soils, livestock, family life, and community living?

The use of the parable slide method takes intensive preparation. Landess searches for years sometimes for a specific picture to illustrate a parable he wants to use. Each picture must not only illustrate a parable, it must also evoke a picture in the minds of a particular audience. Too often we select our slides for what they mean to us, rather than for what they will call forth from our listeners' experience. Landess never uses the same set of pictures twice; a new audience calls for different pictures and a different arrangement.

## *Individual Interpretation*

"The individual begins to participate in the learning process only when, upon seeing a picture, say of a hillside, he can say to himself, I, too, remember a hillside . . ." Landess points out. "His hillside is not the one on the screen, but the situation there is so similar to his own that it sets in motion a continuing chain of thoughts, all drawn from his own storehouse of knowledge and experience, and helps him interpret his own hillside."

"When this happens, each individual is doing his own thinking; the speaker, with the aid of the pictures, meets the requirements of creative  
(See *Parable Teaching*, page 231)



## EVERY SHOT

(Continued from page 220)

cific audiences. All agents have special mailing lists. At the time farmers and others enroll in the County Extension Service Association, the member checks off his special interests, i.e. dairy, poultry, apple growing, livestock, etc. Many agents also have assembled lists of businessmen in fields allied with agriculture.

Washington State also offers a good example of how agents can effectively use the "rifle" or direct approach. As Extension Editor Al Bond relates: "In our new Columbia Basin irrigation area, agents were faced with the problem of informing new settlers about the efficient use of water and related subjects. Many of the areas were not too well served by press or radio. They hit on the idea of a circular letter because they had an accurate list of all settlers.

"Grant County started it. They called it Water Users Letter—two pages, mimeographed, issued monthly. Several agents contributed one or two paragraph items to each issue. It served as a meeting calendar as well as for subject matter information."

### Outside Cooperation

Another example in the same State occurred when an agent, located in a rather sparsely settled wheat county, found that his local paper wouldn't give adequate coverage of farm subjects. To establish better communications with his farmers, bankers, implement dealers, and other farm leaders, he started a circular letter called Farm Briefs. He asked for and received the cooperation of SCS, ASC, and others. The letter was an immediate success—perhaps even too much so. The mailing list grew so rapidly that he had difficulty keeping the letter within his budget. Finally, he figured things had got "out of hand" and he'd just drop it. But public sentiment was so much in favor of the letter that he had to keep doing it.

California lists 192 county staff people as issuing special letters regularly. Agents use specialists' letters widely as source material for county letters and information for mass media releases.

Now this is not to say that all agents would be better off to drop their mass media efforts and begin flooding the mails with newsletters, circulars, pamphlets, and the like. But if it should become harder and harder for you to reach your farmers and farm leaders through conventional channels, you may want to check the possibilities of a more direct method of communicating.

After all, none of us wants to be left standing by the side of the road, like the buggy maker mentioned earlier, watching progress go speeding by.

## RADIO SPOTS

(Continued from page 225)

morning when they are engaged in dressing, preparing breakfast, etc.? If we don't reach the working women in this period, when will we reach them?

Our radio programming seems to be the most effective with the short 1-minute spot. Radio managers like the program and all but one have continued the service. We cut our regular 10-minute noon show, which has been carried for many years, to 5 minutes and it seems to be just as effective.

Radio messages, to be effective, must be short, to the point, and of interest to the listener. If programs are of this nature, the listening public won't turn the dial.

## DIRECT MAIL

(Continued from page 221)

cards, frank cards, and stuffers for their dairy lists. Every type of direct mail has been poured out to inform farmers and encourage adoption of these high producing legumes.

Agents have also prepared local articles and used photographs showing the advantages of the new legumes in their monthly county Farm and Home News. This made it possible to localize college recommendations.

In addition, specialists have prepared service letters for agents to distribute to the dairymen. Each letter covers a single topic and is aimed at a specific audience. A place is provided for the agent's signature to identify and localize the letters.

On top of this, local seed, fertilizer, and feed dealers used their mailing pieces to add to the agents' efforts.

To be effective, direct mail must have eye appeal and be timely. It complements other media in helping to get a practice adopted.

Direct mail will influence changes of practices at relatively low cost while requiring a small amount of agents' time in comparison to other teaching methods. To really do the job, it must be complete, concise, clear, appropriate in tone, neat, and well organized.

What does all this mean? Agents and specialists have at their command a powerful tool—direct mail. If used properly, it can make a big impact upon a specific audience.

## SPOTLIGHTING

(Continued from page 224)

information on selection, grading, and food value.

Check with your markets—you'll find they've moved those birds, thanks to Mary Youngblood and your column.

Try offering bulletins through your column. "I was visiting in Broadmore Tuesday and found Mrs. Tom Salisbury fertilizing roses. It is time to do that job, but let's not burn those defenseless plants. Follow the instructions in the extension bulletin. Call 6295 and ask for Roses for the Yard, by R. D. Hanchey and W. D. Kimbrough. It's a pretty bulletin with roses in the colors nature gave them. There are lots of facts you'll want, too." We've had from 200 to 500 calls as a result of such plugs.

### It Works!

Believe me, that informal column does work. Your editor likes it. It's easy to read. You'll make many friends because the reader feels close to you. You'll touch all subjects that homemakers need and want. They'll stop you on the street, call you on the phone, write you, and come to your office to obtain more information and bulletins on items mentioned in your column.

The column is your only contact with many people. Turn the spotlight on their interests and you'll feel rewarded.



# 4-H via TV

by MARIE WOLFE, Assistant State 4-H Club Leader; JOHN WORTHINGTON, Oakland County 4-H Agent; and R. P. WORRALL, Television Editor, Michigan



Leader Jim Culver looks over projects by Ingham County boys and girls who joined 4-H TV Electrical Club. This exhibit was part of an achievement meeting held in television studios.

MORE than 5,500 Michigan boys and girls joined, learned about, and enjoyed 4-H Club work and electricity in the Michigan 4-H TV Electrical Club this year. The figure 5,500 comes from the State 4-H Club office, which kept the record of cards and letters received after the series appeared on two commercial television stations. The words "learned" and "enjoyed" come from a research report edited by Paul Deutschmann, head of Michigan State's Communications Research Center.

The 4-H TV Electrical Club is an experimental project to determine the value of television in reaching urban and suburban boys and girls. Beamed to youngsters from 10 to 14, it is designed to satisfy some developmental needs of this age—belonging to a group, desire for approval, independence, and the need to work with things.

## Studio Club

Specifically, it consists of a series of 13 half-hour meetings of a 4-H Club of 5 boys, 3 girls, and an adult leader, Jim Culver. These meetings were held and filmed in the studios of WKAR-TV on the Michigan State campus.

While Culver lead his studio club through the project work and activities, youngsters of the same age could participate at home. In each of the first seven meetings he issued this friendly invitation, "If you'd like

to be a member of 4-H TV Electrical Club, just send us your name, address, and county. We'll send you a pin and card, making you an official member, along with a project manual so you can do all the interesting projects right along with us."

County offices were given the names of those who wrote in and many invited the TV Club members to the county 4-H activities.

## Initial Planning

Planning of the series began early in 1956 soon after Russell G. Mawby became State 4-H Club leader in Michigan. Advice came from many sources, including Reinald Werrenrath, Jr., originator of Ding Dong School; and representatives of the College of Education and Departments of Information Services and Agricultural Engineering.

All agreed the project was worthy, but raised numerous questions: How about having no local leader? Will the stations run the films? Can we produce a series which will be watched in competition with strictly entertainment shows? Where, short of New York or Hollywood, can you find a central personality to carry such a show?

These questions resulted in the formation of a production team consisting of extension television editors, State 4-H Club leaders, agricultural engineers, and representatives of two power companies. This group pooled

their experience in TV, youth work, and electricity to come up with an outline for the 4-H TV Electrical Club.

Then, the team divided responsibilities and moved into action. Talent was recruited, project manuals planned and produced, contacts made with commercial stations, guests invited, and props lined up.

In March 1957, the first club meeting was held and recorded. This pilot film was then shown to the Annual Michigan 4-H Club Conference of extension personnel. The group approved the idea and pledged support locally. How this was done in one county can be seen in the following report from John Worthington, 4-H Club agent in Oakland County.

## Action in a County

Oakland County, which has a population of more than a half million people, is bounded on the south by the northern city limits of Detroit. New subdivisions and shopping centers are scattered throughout the southeastern section of the county. The problems of this county are quite different from those of a primarily rural county.

The first report we had of this new thing called the TV Electrical Project was simply by rumor. First concrete evidence was at the 4-H Club Conference, when a half-hour kinescope was

(See 4-H via TV, page 230)



## 4-H VIA TV

(Continued from page 229)

shown and State staff member suggested how the program might work within the county.

About Christmas the State 4-H office reported that one of the TV stations in our area had decided to run the series on Saturday mornings at 9 a.m. We sent a letter to 4-H leaders in the county to explain the project. Then a meeting was held with all local electrical project leaders, and the 4-H Leaders Council further discussed how we should handle the program within the county.

Press releases were sent to all local radio and TV stations and newspapers giving time and place, as well as explaining the purpose of the 4-H TV Electrical project. Club agents in this area attended a briefing session at the University and then further talks were held with the 4-H Council to develop our specific approach.

After the series started, we received names and addresses of new TV Electrical Club members from the State office. We sent each of them a letter welcoming them to 4-H Club work, giving further details regarding the project and offering assistance.

### Working with Schools

One of our principal approaches was through the schools. The county superintendent of schools referred me to the science teacher trainer, who was having local meetings with teachers throughout the county. His current topic was electricity, so he was delighted with the idea of the 4-H TV Electrical Club. Following our meeting, he distributed sample project manuals and explanation sheets to all teachers at his workshops.

Many boys and girls who became familiar with the TV Electrical Project did not actually write in for the manual. This was verified in many cases while discussing 4-H with boys and girls at school. Probably twice as many boys and girls in the county were contacted and affected by this project as those actually recorded as club members. Even so, more than 400 members were enrolled.

The county superintendent of schools felt the electrical project offered an inducement for boys and

girls to study the principles of electricity more thoroughly. He felt also that using organized clubs within the school or classroom could aid the teacher in other classroom activities.

Considering its uniqueness, this project was extremely successful in making parents, boys and girls, and the general public aware of 4-H Club work. Perhaps the biggest problem was that local extension agents could not make individual contacts in all cases. Wherever possible, the agent should make individual contact with boys and girls, their parents, and perhaps their teachers, with the possibility of organizing a 4-H Club to supplement the television presentation.

### Project-wide Effects

An objective analysis of the success of the effort is covered in Dr. Deutschmann's research report. The answers to the following five questions determined the impact of the series on the intended audience.

How many and what kind of people were watching? How did they like the program? Did boys and girls learn anything from it? Did the program change their attitudes about 4-H and electricity? Did it cause them to join the club?

Deutschmann says, "It was a pioneering attempt to carry a 4-H project to completion via television without the usual individual club meetings under a local adult leader's personal guidance. The primary and highly practical purpose of this study was to shed light on the effectiveness of the series on fulfilling its objectives. But the study's usefulness does not end there. The data also tell us something about television's potential as a general teaching tool."

Four separate tests were used to get the necessary answers. First, while the meetings were being televised, phone calls were made to some 800 homes. Next a field survey was conducted involving face-to-face interviews with children and parents. Third, an experimental test of children was made in the Jackson schools. The fourth test involved an analysis of write-in response.

The survey showed that two out of three sets in use the morning the calls were made were tuned to the 4-H TV Electrical Club. More than twice as many sets were in use that

Saturday morning than on an average weekday morning. Nearly half of the homes with children had sets turned on.

About one out of every three children in the 8 to 9-year age group and one of every four in the 10 to 12 and under 8-year age group were watching. Viewing fell off sharply in the 13 to 14-year age group and declined further among teenagers and adults. More than two out of five viewers were girls.

### Encouraging Results

Results of the study indicated that the 4-H TV series reached a large proportion of its target audience in the area surveyed, won favorable reaction from children and adults, promoted learning, and influenced attitudes favorably toward 4-H Club work and electricity.

In combination with personal influences exerted through schools and other channels, the series was successful in generating substantial enrollment among urban and suburban children who were new to the 4-H organization.

On the basis of these findings and with the 4-H TV Electrical Club completing the circuit of Michigan television stations, the State 4-H Club staff decided to move ahead with more television work. The blueprint is drawn and series number two will soon be completed under the title, 4-H TV Science Club.

## NEWSLETTERS

(Continued from page 222)

leadership and high interest that are vital to carrying out a successful extension program. Since its beginning, Peterson feels there has been more interest and support for farm tours and other extension events mentioned in the newsletter.

Many county workers use letters to their 4-H leaders, 4-H members, and rural youth groups. These letters keep them informed about meetings, program plans, and special events.

So, to get a special message to farm people, Illinois county extension workers find that newsletters are the best communications medium. They get the results wanted.

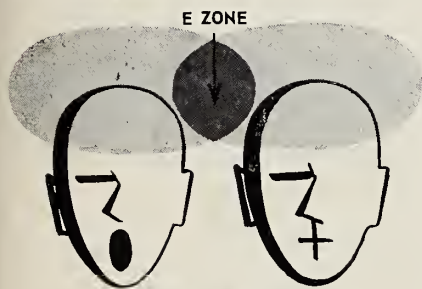


## AUDIENCE TESTING

(Continued from page 219)

"Pinpointing your audience" is what some people call what we've been talking about. In the remainder of this issue you'll see some examples of this, and some techniques used in communications after the audience was pinpointed.

Some farmers get along for years without soil testing and grow some crops. You may question how efficiently they do it.



YOU AND YOUR AUDIENCE

How is your E zone? To communicate efficiently with our audiences, we must have empathy with them. The E (empathy) zone is the zone of effective communications between the communicator and his audience. It's the part where the communicator's experiences, knowledge, feelings, attitudes, and beliefs overlap with those of his audience.

Some communicators get along for years without more than a casual analysis of their audiences. Have they been communicating as efficiently as they might if they had analyzed their audiences more carefully?

How carefully have you been analyzing your audience? Who are you really trying to reach and what are they like—physically, mentally, socially, morally? What do they really know about the message? Is the message appropriate?

What are the audience's feelings about the message? What values do they have and what are the social pressures that may affect acceptance or rejection of the message in a given form? What are the strongest motivational factors in relation to a given message that will effect acceptance or rejection?

How will the audience interpret the message? How will they use it? Testing audiences is as practical for communicators as testing soil is for farmers.

## MATCHING INFORMATION

(Continued from page 223)

feeds for livestock producers who are beginning to do some cattle feeding. This went to only 15 farmers.

Each year we develop general recommendations for each enterprise with the help of research people and advisory committees. Our office staff mimeographs this information and mails it to farmers according to the enterprise in which they are engaged.

Practically every farmer subscribes to the county's one weekly newspaper. I have a weekly column and include items on crop conditions, general problems over the county, and other information that should interest most readers, both farmers and non-farmers.

The newspaper editor uses the photos I give him to emphasize a point in my column or story. A photo and outline is often a valuable reminder when used as a followup to a news article or newsletter. For example, after I mailed out a newsletter about calibrating ground spray machines, the newspaper used a photo of a farmer and me actually calibrating a machine.

### Seeing Is Believing

Small tours, properly organized, can be valuable. They relate more closely to individual contact than some of the other channels of mass communications. Persons interested in a specific enterprise or practice can get detailed information on a tour.

Besides local tours, we make annual visits to the Delta Branch Experiment Station. Special emphasis is given to 1 or 2 subjects which we cover thoroughly. Each year from 40 to 100 farmers attend these tours.

Farmers are anxious to get information concerning their operations which they can put into practice for more money in their pockets.

Surveys show that it takes an average of 8 years to put recommendations from the research station into actual practice on the farm. This is much too long. By using the tools available, we can match information to our audience's interests and help farmers to keep abreast of developments they can use in their farming operations.

## PARABLE TEACHING

(Continued from page 227)

teaching by becoming the director of a trend of thinking, and not one who attempts to dominate the thoughts of the group by imposing on them his own ideas."

At the end of a meeting, Landess' listeners are truly burning with eagerness to live out, individually and through group action, their own ideas, brought into focus by the parable pictures. In this way, the speaker's teaching becomes as effective with each person in group meetings as if it had been done through individual face-to-face contact.

Individuals report that, "You gave us a new vision of the wide meaning and scope of conservation." "I came away feeling closer to my little farm than ever before, and can appreciate the necessity for building and improving my land." "You have helped us lift our horizons and see far beyond the things we were thinking."

If we want our slide talks to move people to action, perhaps we as extension workers can make wider use of this parable slide technique. To use it effectively, we must believe in the ability of people to understand and solve their own problems, lead them to see basic truths and principles, select and arrange our parable slides for the pictures they create in the minds of audiences, avoid the role of expert or authority, and direct the trend of thinking rather than dominate it with our own ideas.

If we can do these things, our slide talks will achieve their utmost in effective extension teaching.

## Monthly Revisions in Publications Inventory

The following new titles should be added to the Annual Inventory List of USDA Popular Publications. Bulletins that have been replaced should be discarded. Bulk supplies of publications may be obtained under the procedure set up by your publications distribution officer.

F 1537 Johnson Grass as a Weed—Revised

L 438 Demodectic Mange in Cattle

# Telling Your Story at Low Cost

by RICHARD LEE, Associate Editor, Missouri

*Despite the increasing trend to use specific channels, mass media still have an important role in extension communications. This article tells of an economical way to tell a story to a general audience.*

CAN you get your extension message to 100 people at a total cost of less than four cents? Sounds like an economical way to do extension work, doesn't it?

Art Edwards, Missouri associate agricultural editor, got the trick done hands down recently. His efforts were designed to publicize the 16 district winners in the State-wide Balanced Farming award program for 1957.

## Wide Circulation

A detailed accounting of all of Edwards' expenses in gathering material on the 16 winning farm families and preparing news releases showed that it cost the Missouri editor's office \$828.32 to carry out the program.

For this \$828.32, Edwards prepared a news release, liberally illustrated with glossy prints taken during on-the-farm visits to the 16 district winners, that was used by 70 Missouri weekly, daily, and farm publications. These 70 publications had a combined

circulation amounting to 2,259,655.

Dividing this combined circulation into \$828.32 shows that it cost 0.00037 cent to put the Balanced Farming material before a single person. Stating it another way, Edwards made 100 contacts for less than four cents.

In arriving at these figures, no effort was made to determine the number of people reached through radio, television, and out-of-state press coverage. Since Edwards directed considerable effort at making the Balanced Farming information available to these media, it seems safe to assume that many additional contacts were made and the cost of reaching one individual would thereby be lowered correspondingly.

Altogether, the 70 Missouri publications using Edwards' news release on the district Balanced Farming winners devoted 2,578 column inches of their news space to its display. This space had an advertising value of \$12,485.53—a sum more than 15 times larger than the \$828.32 spent on the program.



Some of the headlines newspapers used with release on naming of Missouri's district Balanced Farming winners.

What's more, the space value figure used here is considered highly conservative. Many of the column inches devoted to the display of the release couldn't have been purchased for advertising purposes, regardless of price.

## Top Cooperation

The cover page of the Missouri Ruralist, a semi-monthly State farm publication at Fayette; a front page display in the Weekly Star Farmer, weekly farm newspaper at Kansas City; and the picture page of The Everyday Magazine in the Post-Dispatch, a large metropolitan daily in St. Louis, are examples of space not for sale that was devoted to the display of the release.

The moral of this story is that the daily, weekly, and farm press is still a highly economical way to make your extension news available to a large number of people at low cost. And that's an objective of all extension workers.